

FIG. 1

100

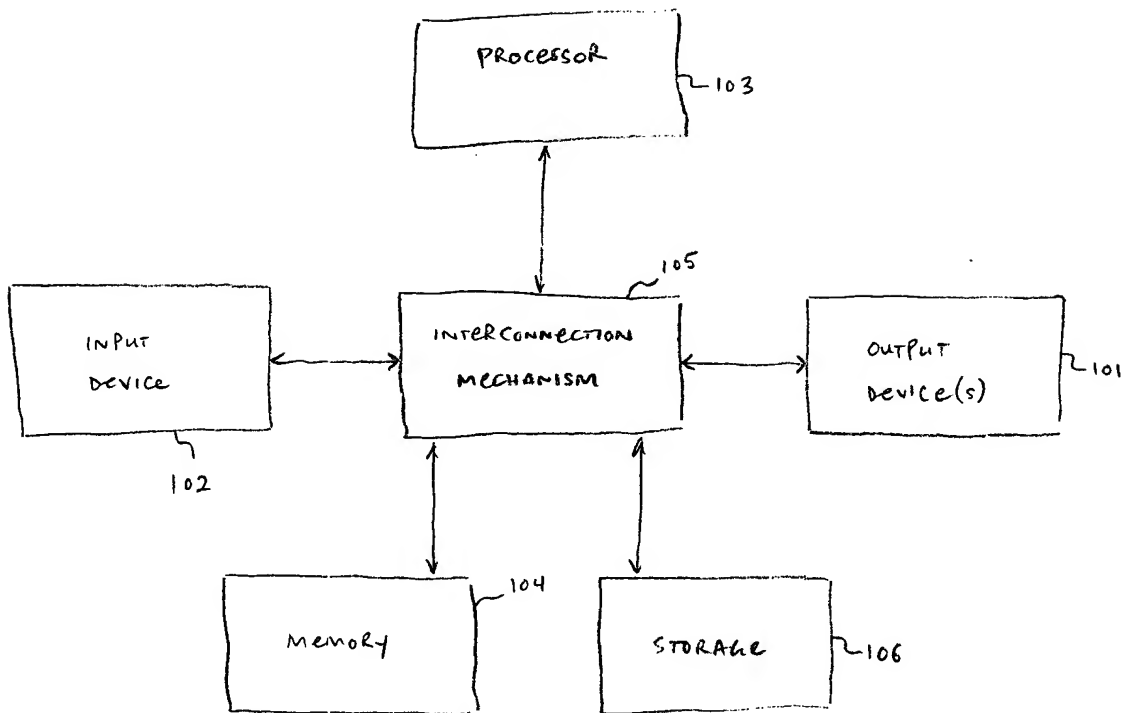


FIG. 2

166

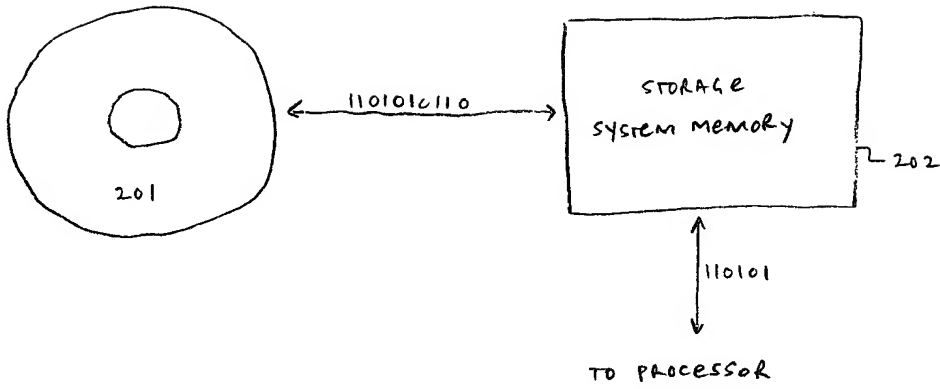


FIG. 3

- 301

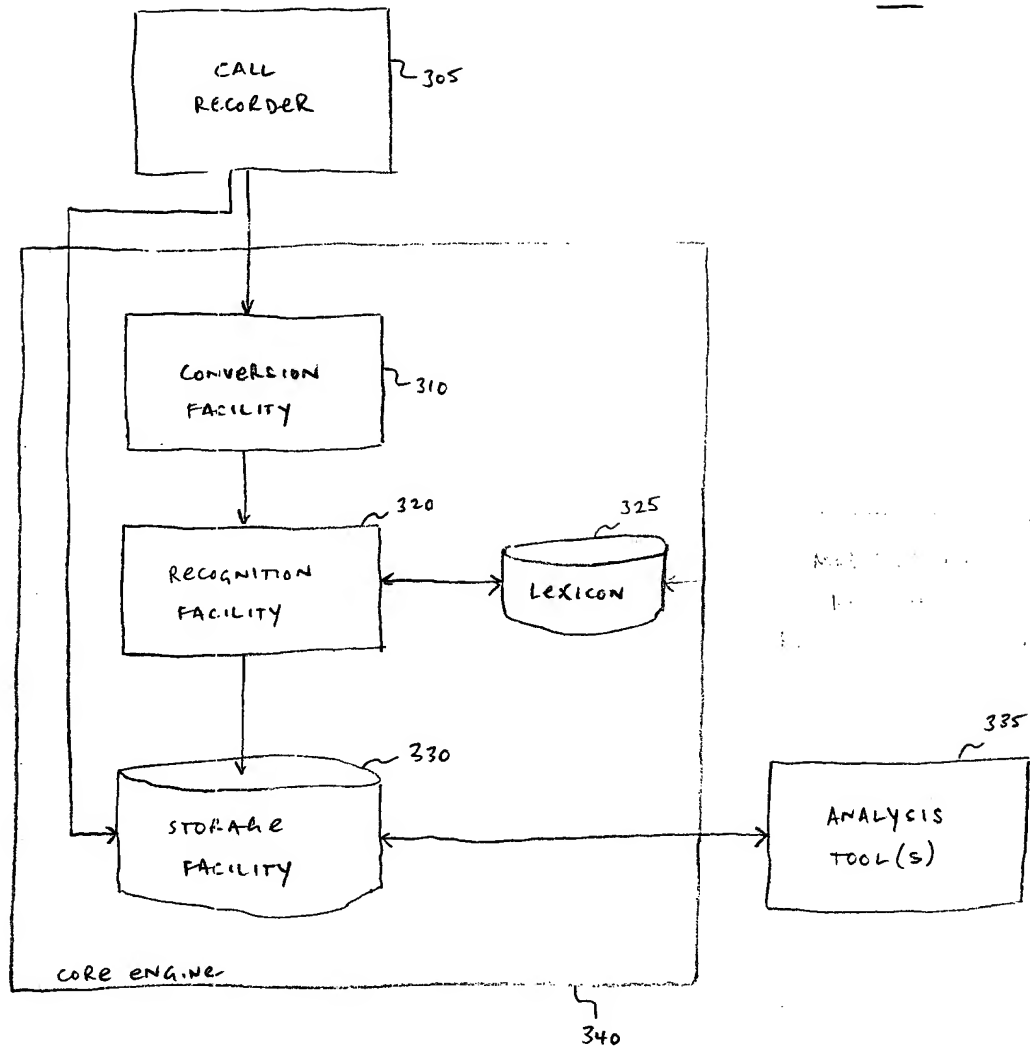
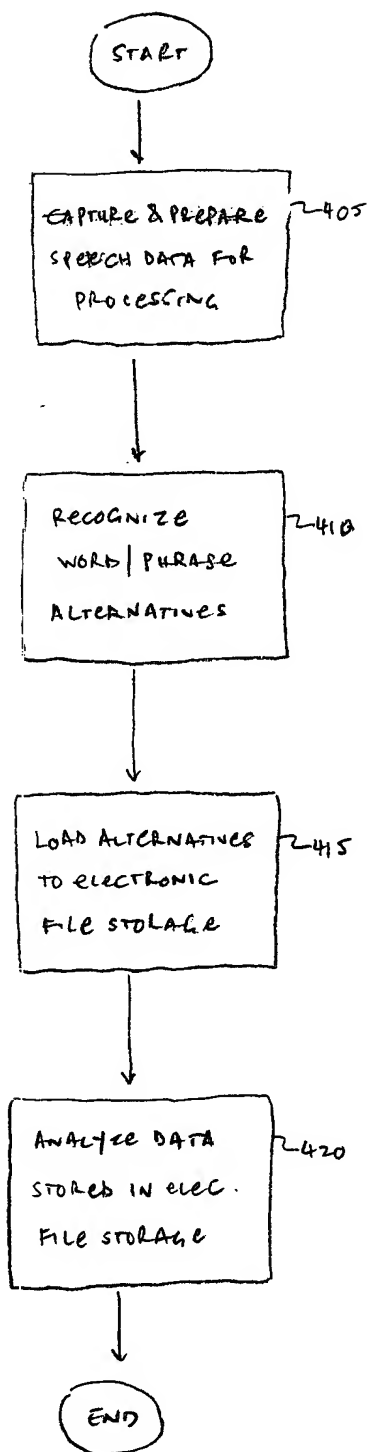


FIG. 4





F16.6

600

Define Scores and Segmentations

Scores

A+ Observation Form

Verification

Identified Self

Closing - Branded

Access Permitted

Verified Addresses

Segmentations

Mix Report

Sales Calls

Sale Made

A+ Scores

Sections

Questions

Segmentations

Buckets

Patterns

Options

ID: 4

Bucket Name

Sale Made

Threshold

1.0

Evaluate this Bucket if the Following Bucket is Satisfied

<None Selected>

Patterns

Name

Regular Expression

Weighting

0.0

Add Pattern

Remove Pattern

Name	Regular Expression	Weighting
mastercard	mastercard	.7
Expiration	expiration	.8
Credit Card	credit card	.4
CC Please	credit card number please	1.0
book flight	book w/ (0.3) flight	1.0

Save Bucket

Reset

626

640A

Name

Regular Expression

Weighting

mastercard

expiration

Credit Card

credit card number please

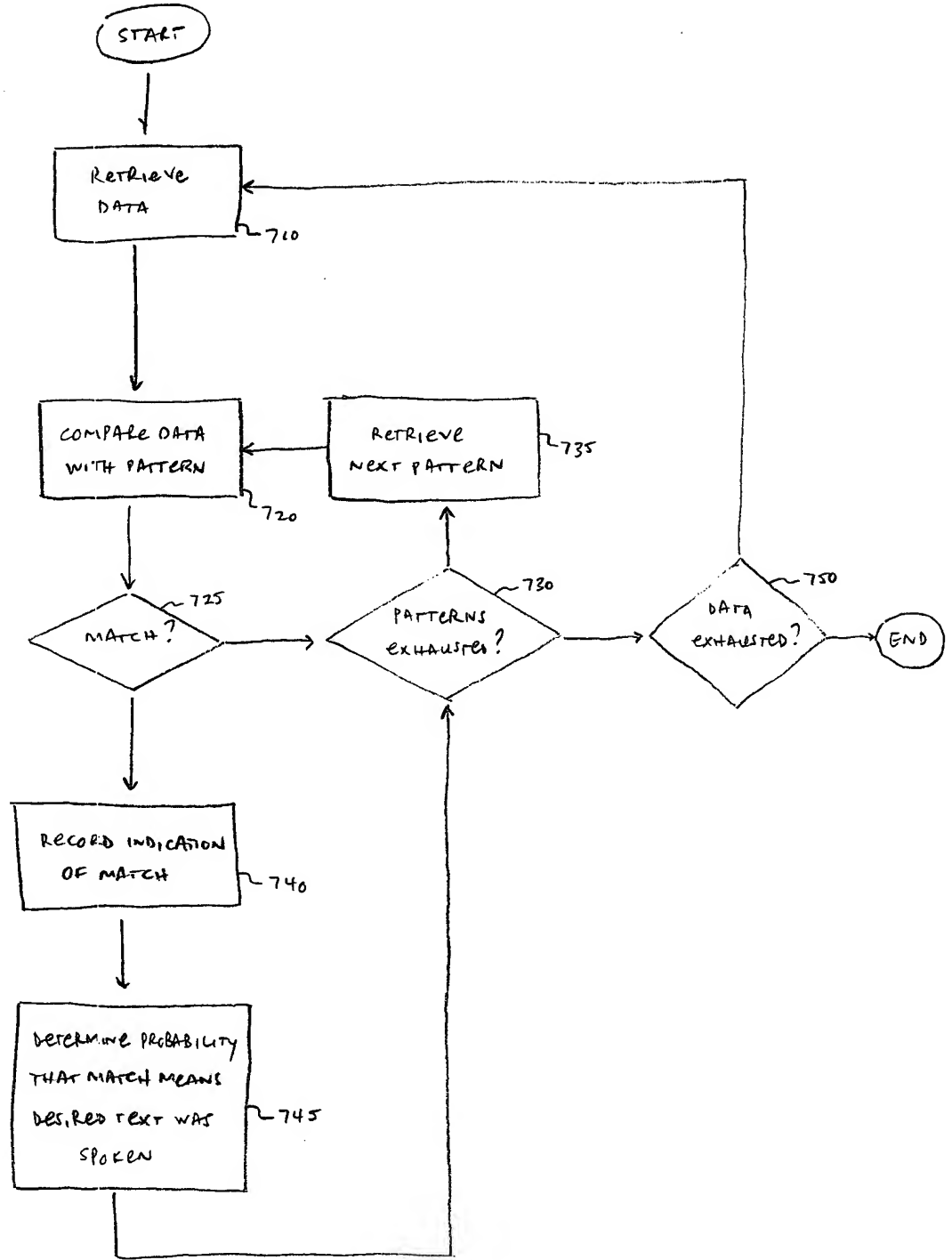
book flight

book w/ (0.3) flight

Save Bucket

Reset

FIG. 7



Confidential Airlines
International Call Mix Survey
Jan-63

SALES CALLS

POTENTIAL SALE

Series No. 112259

TICKETING

EST-Approved
EST-Noted

E-TRC Ver Offers

P-TKT No. 40010006

IBM/ASZ Converter

SALE PERFORMANCE

% of Sales Opportunities
% of Booking v.s. Opportunities
% of Booking v.s. TTL Sample**REWARD RESERVATIONS**
REWARD BOOKING

Sales Made

Solo N'ia Mafio

REWARD TICKETING

E-TEXT Accepted
E-TEXT Downloaded

ETKT No: 097964

E-TEXT No. 2201/book16

TS/M TSE OJed

NET WARE SALES PERFORMANCE

% of Female Opportunities

INFORMATION CALLS

५१५०

Redirection Concentration

Seit Anfang 1994

21256719
One Drive Gibson

Lipsmales

Received: 1993
 Revised: 1993

Policy and Procedures

Chien

TOTAL CALLS MONTH

	NHC	SLC	TPA	System Total
Q	NA	75	25	104
D	MA	78	26	104
		53.5%	25	77.5%
		75	58	133
Subtotal	Q	151	83	234

Category	Percentage
NA	23.79%
NA	10.00%
NA	42.05%
NA	7.23%
NA	3.93%

Record Status	0	NA	35	72.52%	10	65.50%	43	66.13%
Record Status	0	NA	13	27.08%	3	44.41%	21	31.32%
Record Status	0	NA	48		18		65	

Category	Count	Percentage	Count	Percentage	Count	Percentage
0	10	28.57%	0	NA	10	22.22%
0	21	60.00%	0	NA	24	53.33%
0	1	2.86%	0	NA	1	2.22%
0	32	88.57%	3	8.33%	25	55.56%
0	1	2.86%	4	10.00%	5	11.11%
0	NA	NA	1	10.00%	2	4.44%

NA	7.47%	4.48%	0.92%

INFO SOURCE	0	0	643	401	1044
0	NA	22	3.2%	23	4.6%
0	NA	119	18.51%	69	17.21%
0	NA	64	9.93%	55	14.43%
0	NA	15	2.43%	16	3.86%
0	NA	42	6.43%	25	6.29%
0	NA	25	3.85%	15	4.43%
0	NA	41	6.39%	15	4.43%
0	NA	24	3.72%	12	2.98%
0	NA	19	2.95%	7	1.76%
0	NA	38	5.81%	24	5.95%
0	NA	32	4.95%	45	11.22%
0	NA	447	68.74%	315	78.57%
TOTAL	0	0	643	401	1044

FIG. 9

